

# LEVERAGING THE PATIENT JOURNEY FOR LAUNCH SUCCESS:

ALIGNING CUSTOMER FACING TEAMS  
TO ENSURE AN OPTIMAL PATIENT  
EXPERIENCE

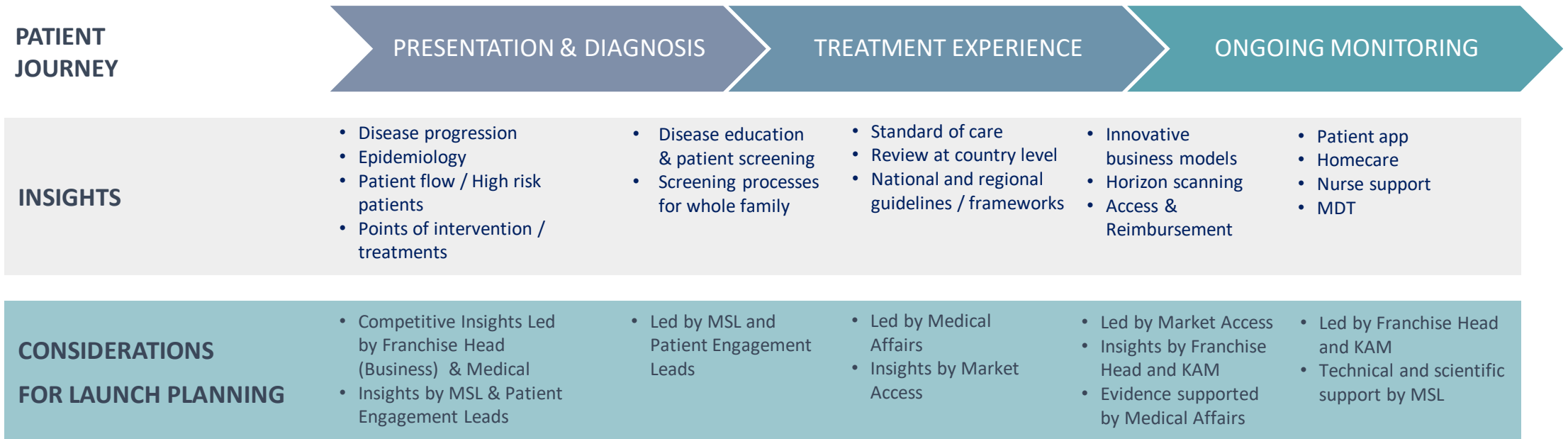


## PATIENT JOURNEY- ALIGNED CUSTOMER ENGAGEMENT

- Aligning customer engagement strategies is essential for the successful launch of rare disease products in Life Science Organizations
- This alignment ensures a patient-centric approach, enhances communication & collaboration between stakeholders, facilitates regulatory compliance, builds trust & relationships, optimizes resource utilization, ultimately accelerating access to treatment for patients
- The holistic and coordinated approach provided by **Phraktion Associates** will enable your Organization to navigate the unique challenges associated with rare diseases and achieving better patient outcomes



# A TYPICAL PATIENT JOURNEY IN RARE DISEASES IS OFTEN COMPLEX, INVOLVING A NUMBER OF STAKEHOLDERS NEEDING TO BE MANAGED ACROSS PRE-LAUNCH THROUGH TO COMMERCIALIZATION



**PHARMA LAUNCH PLANNING NEEDS TO MAP ACROSS THE PATIENT EXPERIENCE AND WORK IN CROSS-FUNCTIONAL COLLABORATION: PATIENT ENGAGEMENT – MSL– MARKET ACCESS – COMMERCIAL**

**Small and mid-size patient-centric organizations need to systematically ensure their patient and customer-facing teams remain aligned with the patient journey to guarantee the fastest and most effective access to treatment.**

### **CO-CREATE WITH YOUR ORGANIZATION**

- We co-create Customer Engagement plans with assigned and accountable owners with KPIs to drive performance, by defining and implementing the relevant, flexible business processes and tools.

### **WHAT WE OFFER**

- We engage with all the patient and customer-facing teams to establish a dynamic and compliant framework that enhances cross-functional collaboration, with strategies and tactics for each patient segment, in accordance with your omnichannel environment.

### **TIMEFRAME AND COSTS**

- 4-6 months/USD €75-€100K

**ENSURE CUSTOMER-FACING TEAMS  
REMAIN ALIGNED  
WITH THE PATIENT  
JOURNEY: CO-CREATE  
WITH **phraction**  
REINFORCING SUCCESS**